



KMOV  
One Memorial Drive  
St. Louis, MO 63102

Media Strategies & Research - VA  
11350 Random Hills Road  
Suite 670  
Fairfax, VA 22030

## Contract # 847629

**Schedule Dates** 08/10/12-08/19/12  
**Advertiser** McCaskill for Senate 2012 (38474)  
**Agency/T-Code** Media Strategies & Research - VA (1523)/1553035  
**Product** Political - US Senate (1176)  
**Brand** Democrat (152221)  
**Salesperson** McNamara, Julie (2389)  
**Sales Office** KMOV-St. Louis  
**Buyer Name** Rachael,Beale  
**Phone/Fax** (573) 651-0964 /  
**CPE** 11597  
**Account Types** Local/Political Candidate - Agency  
**Billing Type** Standard  
**Comments**

**Date Entered** 08/09/12  
**Last Modified** 08/13/12  
**Entered By** Bridget Hurst  
**CO-OP** No  
**Headline #** 8/10-8/19  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$12,675.00  
**Net Total** \$71,825.00  
**Sales Tax**

### St. Louis (KMOV) (KMOV)

By Broadcast Month	Spots	Rate
Aug. 2012	74	\$84,500.00
<b>Grand Total:</b>	<b>74</b>	<b>\$84,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Revised Line / SPOT	08/13/12-08/13/12	3	1:00	20015- News @ 6am M-F		1										St. Louis (KMOV) (KMOV)		8/9/12
1.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	20015- News @ 6am M-F	3	X		X		X			3	\$600.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/10/12
2.0	Revised Line / SPOT	08/17/12-08/17/12	3	1:00	131968- CBS This Morning						1						St. Louis (KMOV) (KMOV)		8/9/12
2.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	131968- CBS This Morning	5	X	X	X	X	X			5	\$400.00	\$2,000.00	St. Louis (KMOV) (KMOV)		8/10/12
3.0	Normal Line / SPOT	08/12/12-08/12/12	3	1:00	20132- CBS Sunday Morning								1	1	\$1,300.00	\$1,300.00	St. Louis (KMOV) (KMOV)		8/9/12
4.0	Revised Line / SPOT	08/15/12-08/15/12	3	1:00	20023- News @ 12noon M-F				1								St. Louis (KMOV) (KMOV)		8/9/12
4.1	Normal Line / SPOT	08/14/12-08/16/12	3	1:00	20023- News @ 12noon M-F	2		X		X				2	\$900.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/10/12
5.0	Normal Line / SPOT	08/16/12-08/16/12	3	1:00	28663- Dr. Phil					1				1	\$1,000.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/9/12
6.0	Normal Line / SPOT	08/15/12-08/17/12	3	1:00	20054- News @ 5pm M-F				1		1			2	\$1,600.00	\$3,200.00	St. Louis (KMOV) (KMOV)		8/9/12
7.0	Revised Line / SPOT	08/13/12-08/13/12	3	1:00	20055- News @ 6pm M-F		1										St. Louis (KMOV) (KMOV)		8/9/12
7.1	Normal Line / SPOT	08/14/12-08/14/12	3	1:00	20055- News @ 6pm M-F			1						1	\$1,600.00	\$1,600.00	St. Louis (KMOV) (KMOV)		8/10/12
8.0	Revised Line / SPOT	08/14/12-08/16/12	3	1:00	20053- Entertainment Tonight				1		1						St. Louis (KMOV) (KMOV)		8/9/12
8.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	20053- Entertainment Tonight	5	X	X	X	X	X			5	\$2,000.00	\$10,000.00	St. Louis (KMOV) (KMOV)		8/10/12

## CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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<b>Grand Total:</b>	<b>74</b>	<b>\$84,500.00</b>

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9.0	Normal Line / SPOT	08/13/12-08/13/12	3	1:00	6:57P- 8P (CT)		1							1	\$3,600.00	\$3,600.00	St. Louis (KMOV) (KMOV)		8/9/12
10.0	Normal Line / SPOT	08/16/12-08/16/12	3	1:00	124918- Person of Interest					1				1	\$6,000.00	\$6,000.00	St. Louis (KMOV) (KMOV)		8/9/12
11.0	Normal Line / SPOT	08/17/12-08/17/12	3	1:00	138334- Teachers Rock						1			1	\$2,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		8/9/12
12.0	Revised Line / SPOT	08/14/12-08/14/12	3	1:00	20062- News @ 10pm M-F			1									St. Louis (KMOV) (KMOV)		8/9/12
12.1	Normal Line / SPOT	08/13/12-08/17/12	3	1:00	20062- News @ 10pm M-F	5	X	X	X	X	X			5	\$3,400.00	\$17,000.00	St. Louis (KMOV) (KMOV)		8/10/12
13.0	Normal Line / SPOT	08/10/12-08/10/12	3	1:00	20062- News @ 10pm M-F						1			1	\$3,400.00	\$3,400.00	St. Louis (KMOV) (KMOV)		8/9/12
14.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	48386- News @ 5am				1	1	1			3	\$175.00	\$525.00	St. Louis (KMOV) (KMOV)		8/13/12
15.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	20015- News @ 6am M-F				1	1	1			3	\$300.00	\$900.00	St. Louis (KMOV) (KMOV)		8/13/12
16.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	131968- CBS This Morning				2	2	2			6	\$200.00	\$1,200.00	St. Louis (KMOV) (KMOV)		8/13/12
17.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	20132- CBS Sunday Morning								1	1	\$650.00	\$650.00	St. Louis (KMOV) (KMOV)		8/13/12
18.0	Normal Line / SPOT	08/16/12-08/17/12	3	:30	20022- Price is Right					1	1			2	\$350.00	\$700.00	St. Louis (KMOV) (KMOV)		8/13/12
19.0	Normal Line / SPOT	08/15/12-08/15/12	3	:30	20023- News @ 12noon M-F				1					1	\$450.00	\$450.00	St. Louis (KMOV) (KMOV)		8/13/12
20.0	Normal Line / SPOT	08/17/12-08/17/12	3	:30	20024- Bold & The Beautiful						1			1	\$350.00	\$350.00	St. Louis (KMOV) (KMOV)		8/13/12
21.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	28663- Dr. Phil				1		1			2	\$500.00	\$1,000.00	St. Louis (KMOV) (KMOV)		8/13/12

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22.0	Normal Line / SPOT	08/14/12-08/16/12	3	:30	20029- Young and the Restless			1		1				2	\$1,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		8/13/12
23.0	Normal Line / SPOT	08/14/12-08/16/12	3	:30	20054- News @ 5pm M-F			1		1				2	\$800.00	\$1,600.00	St. Louis (KMOV) (KMOV)		8/13/12
24.0	Normal Line / SPOT	08/15/12-08/17/12	3	:30	20055- News @ 6pm M-F				1	1	1			3	\$800.00	\$2,400.00	St. Louis (KMOV) (KMOV)		8/13/12
25.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	20103- News @ 6pm Sa							1		1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)		8/13/12
26.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	20757- News @ 5:30pm Su								1	1	\$400.00	\$400.00	St. Louis (KMOV) (KMOV)		8/13/12
27.0	Normal Line / SPOT	08/14/12-08/14/12	3	:30	107454- NCIS : Los Angeles			1						1	\$2,000.00	\$2,000.00	St. Louis (KMOV) (KMOV)		8/13/12
28.0	Normal Line / SPOT	08/16/12-08/16/12	3	:30	20076- CSI Crime Scene Investigation					1					\$3,000.00		St. Louis (KMOV) (KMOV)		8/13/12
28.0.1	Preempt	08/16/12															St. Louis (KMOV) (KMOV)	S/I-Incorrect Entry/Exception - Person of Interest	
29.0	Normal Line / SPOT	08/16/12-08/16/12	3	:30	6:57:25P- 7:57P (CT)					1				1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		8/13/12
30.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	54358- Crimetime Saturday							1		1	\$1,500.00	\$1,500.00	St. Louis (KMOV) (KMOV)		8/13/12
31.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	20141- 60 Minutes								1	1	\$3,500.00	\$3,500.00	St. Louis (KMOV) (KMOV)		8/13/12
32.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	20108- News @ 10pm Sat							1		1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		8/13/12

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33.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	119145- News @ 10:30pm							1		1	\$500.00	\$500.00	St. Louis (KMOV) (KMOV)		8/13/12
34.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	20789- News @ 10pm Sun								1	1	\$1,700.00	\$1,700.00	St. Louis (KMOV) (KMOV)		8/13/12
35.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	119144- News @ 10:30pm Sun								1	1	\$850.00	\$850.00	St. Louis (KMOV) (KMOV)		8/13/12
36.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	20063- Late Show with David Letterman			1	1	1	1			4	\$450.00	\$1,800.00	St. Louis (KMOV) (KMOV)		8/13/12
37.0	Normal Line / SPOT	08/14/12-08/17/12	3	:30	20027- Inside Edition			1	1	1	1			4	\$225.00	\$900.00	St. Louis (KMOV) (KMOV)		8/13/12
38.0	Normal Line / SPOT	08/18/12-08/18/12	3	:30	20110- St. Louis Country							1		1	\$125.00	\$125.00	St. Louis (KMOV) (KMOV)		8/13/12
39.0	Normal Line / SPOT	08/19/12-08/19/12	3	:30	20053- Entertainment Tonight								1		\$200.00		St. Louis (KMOV) (KMOV)		8/13/12
39.0.1	Preempt	08/19/12															St. Louis (KMOV) (KMOV)	S/I-Incorrect Entry/Exception - pls correct prg title	

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Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: